

## ABSTRACT

The invention provides a system and method for more effective measurement and observation of listener or viewer response or commitment to various forms of audio and visual content, including music, film, television and Internet based content. The invention  
5 offers activities to users who can accrue incentives such as points for engaging in various activities. The invention tracks the user activities and matches it with user disembodied demographic information. Users who have accrued points can participate in auctions for various prizes. The invention also measures and tracks the commitment level to the content based on the types of activities selected by the user. The information gathered by the  
10 invention may be processed and reported to the content provider for better understanding of user tendencies.

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